



Supertankers, Microchips, Missiles, and the Da Vinci Code

Lessons Learned Delivering 'Your' Services to 'Those'
Users through Mashups

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Agenda

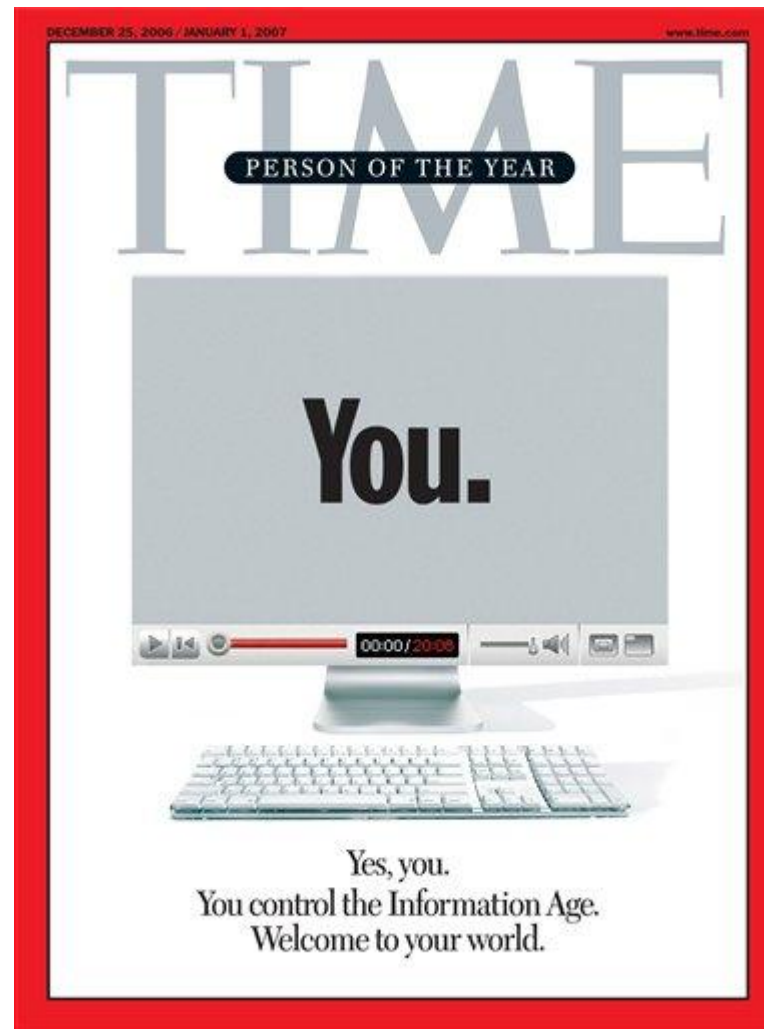
- Your SOA Needs an On Ramp!
- The Mashup Basics
- The Synergy Between Mashups and SOA
- Connecting Mashups and Services Safely
- Best Practices
- Success Stories
- Q&A



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Your users EXPECT to be a part of the conversation!



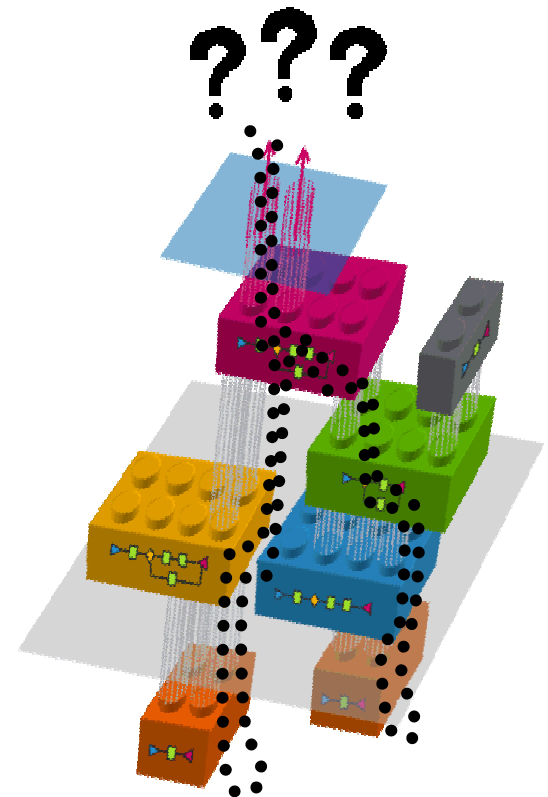
SOA Alone Ain't Enough!

An SOA that does not support business needs and is not easily accessible by business users is like a highway without any on-ramps.



SOA is a great start ...

- But what about the user?
 - How do they/we build applications?
 - How do we know which services are most valuable, least reliable, etc.?
- Mashups can be one answer
 - Deliver something *user-facing*
 - And still adhere to existing security/governance policies





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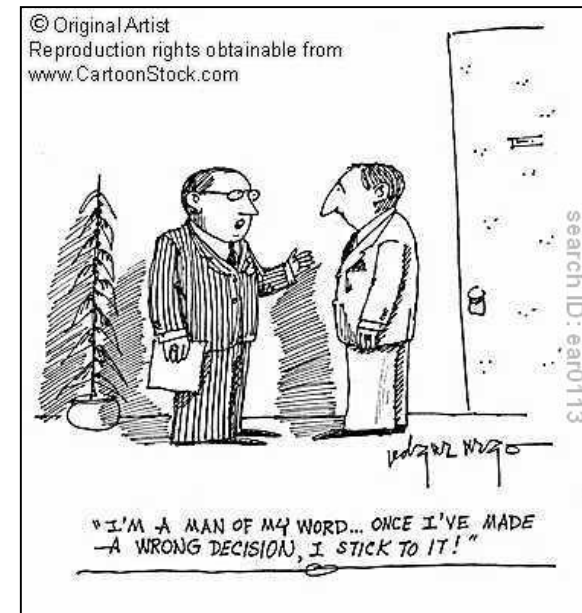
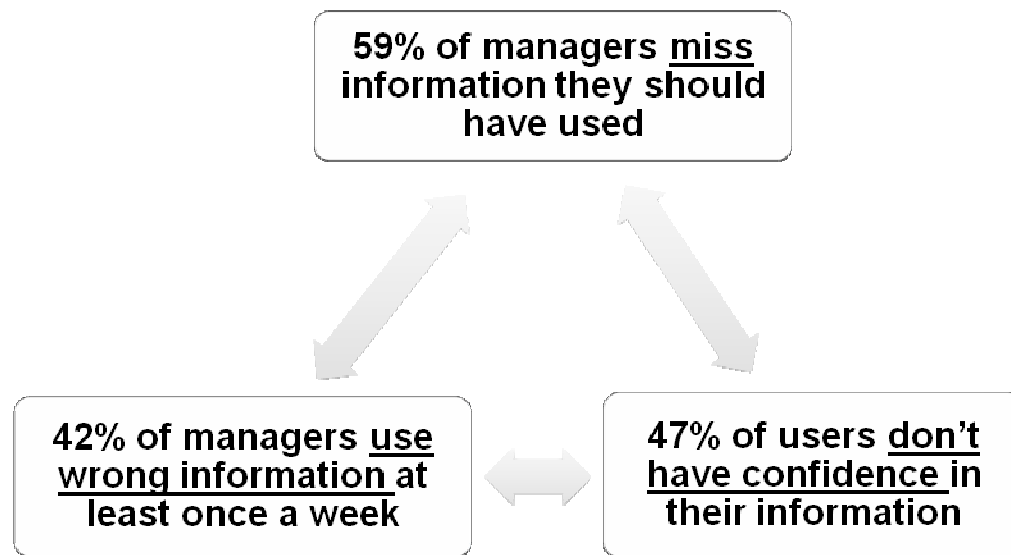


Enterprise Mashup Need Came from SOA

- Build it and they will come. Not.
- SOA extremely valuable outside of just IT apps
- SOA to Browser. How?
- Java in the Browser almost killed SOA Browser Apps
- Ajax saved SOA Browser Apps
- Enterprise Mashups?

Decision-Makers Could Use Help

Poor decisions are often made because decision-makers do not have the Right Information at the Right Time for Right Situation.



•AIIIM & Accenture Surveys, 2007

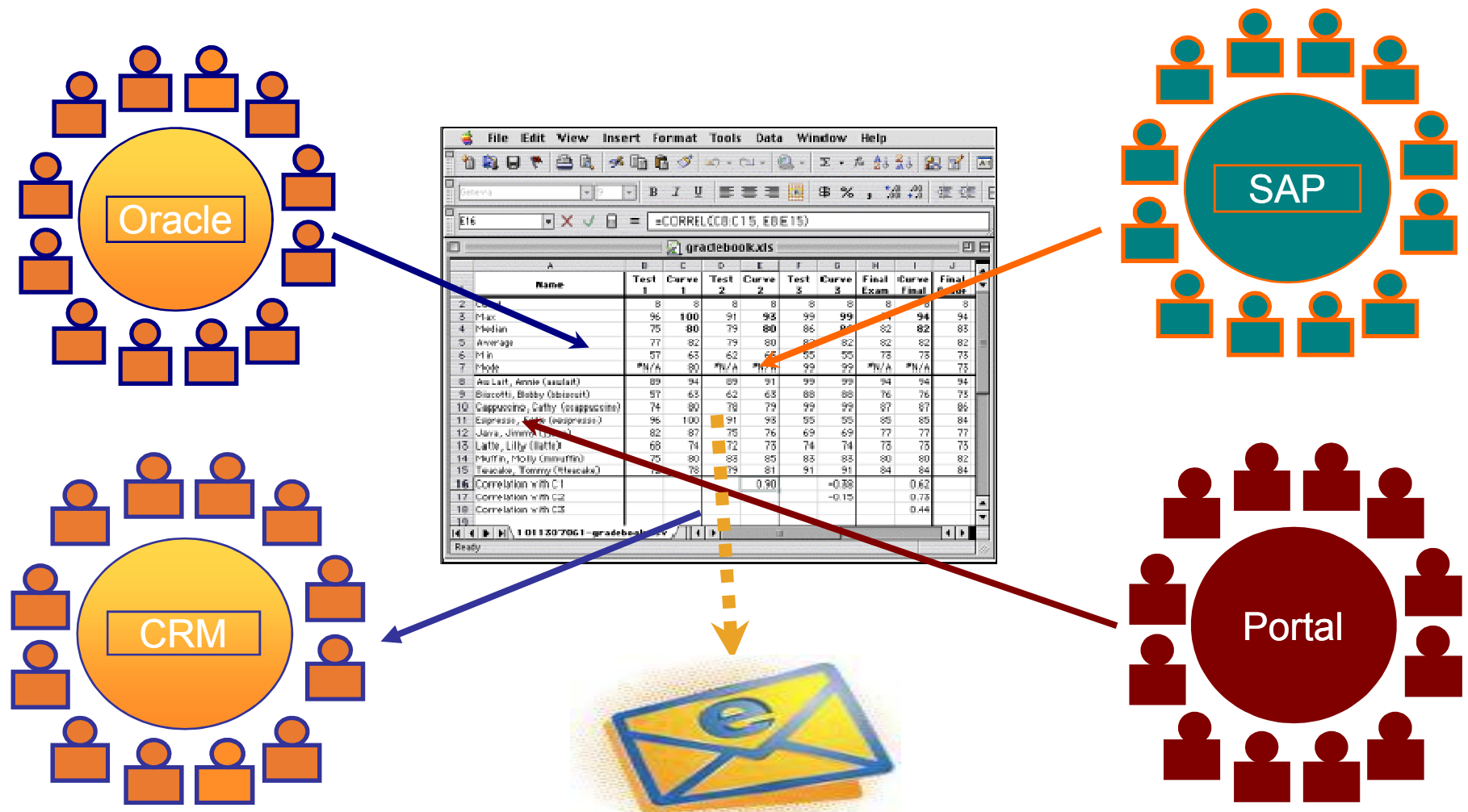
What are Enterprise Mashups?

- Enterprise Mashups create realtime, secure remixes of disparate internal and external data sources.

- Enterprise Mashups typically present actionable information in Mashup Widgets and Mashup Dashboards .



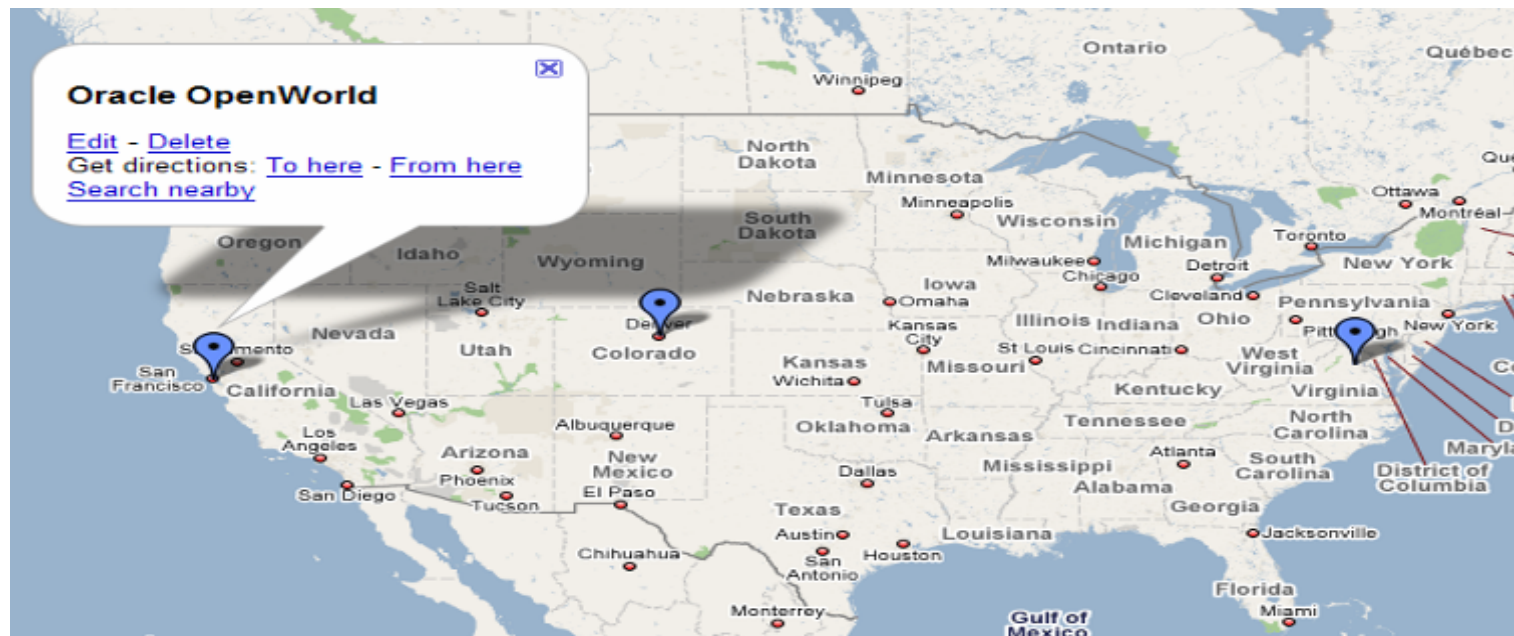
Excel: Enterprise Mashup 1.0



What is a Mashup?

‘A mashup is a website or application that combines content from more than one source into an integrated experience.’

Wikipedia.org



Today's Enterprise Mashup Solutions are Robust

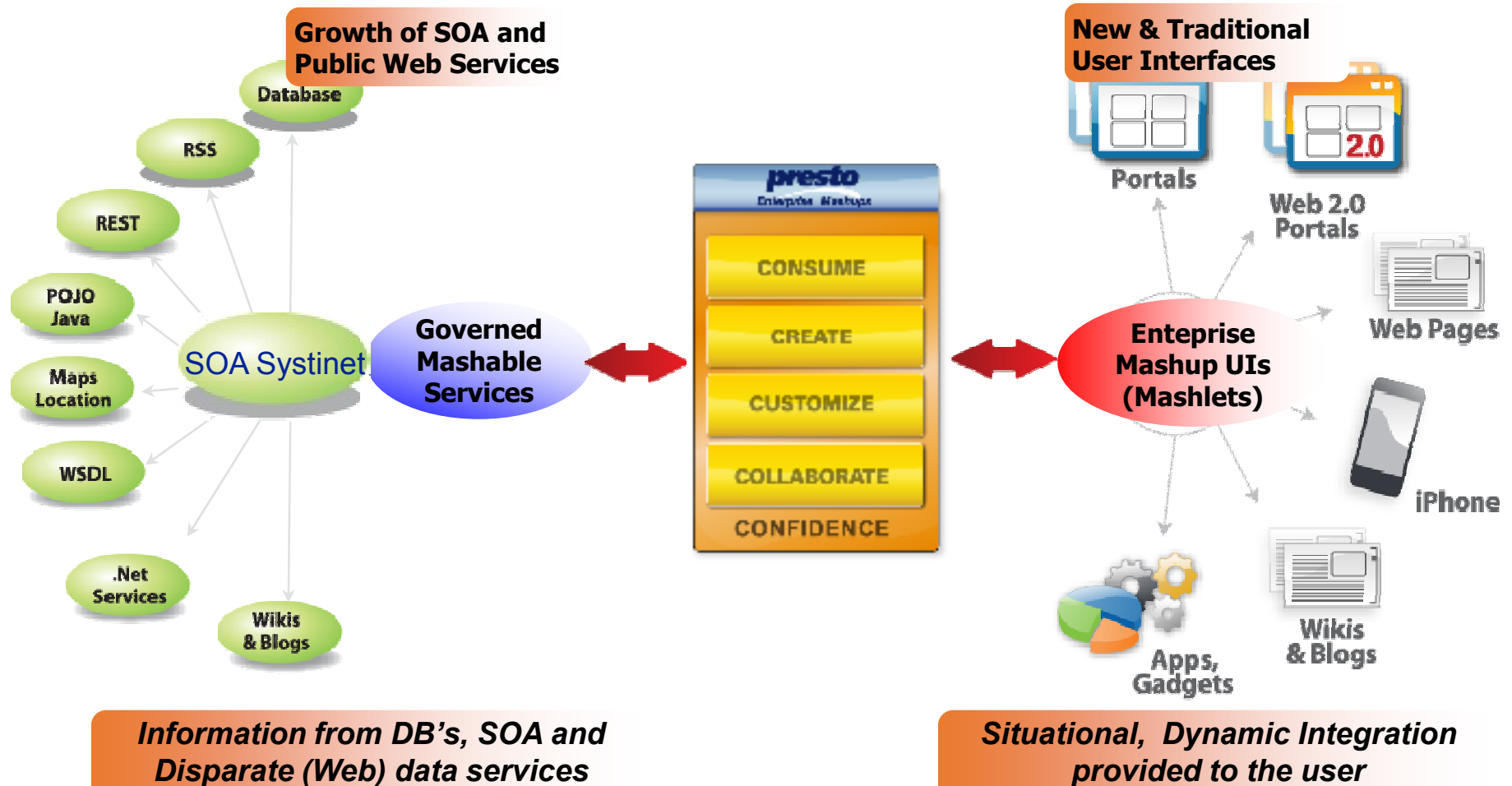
Block menus

Design canvas

Block properties

Data preview

The Enterprise Mashup Eco-System





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Synergies between SOA and Mashups

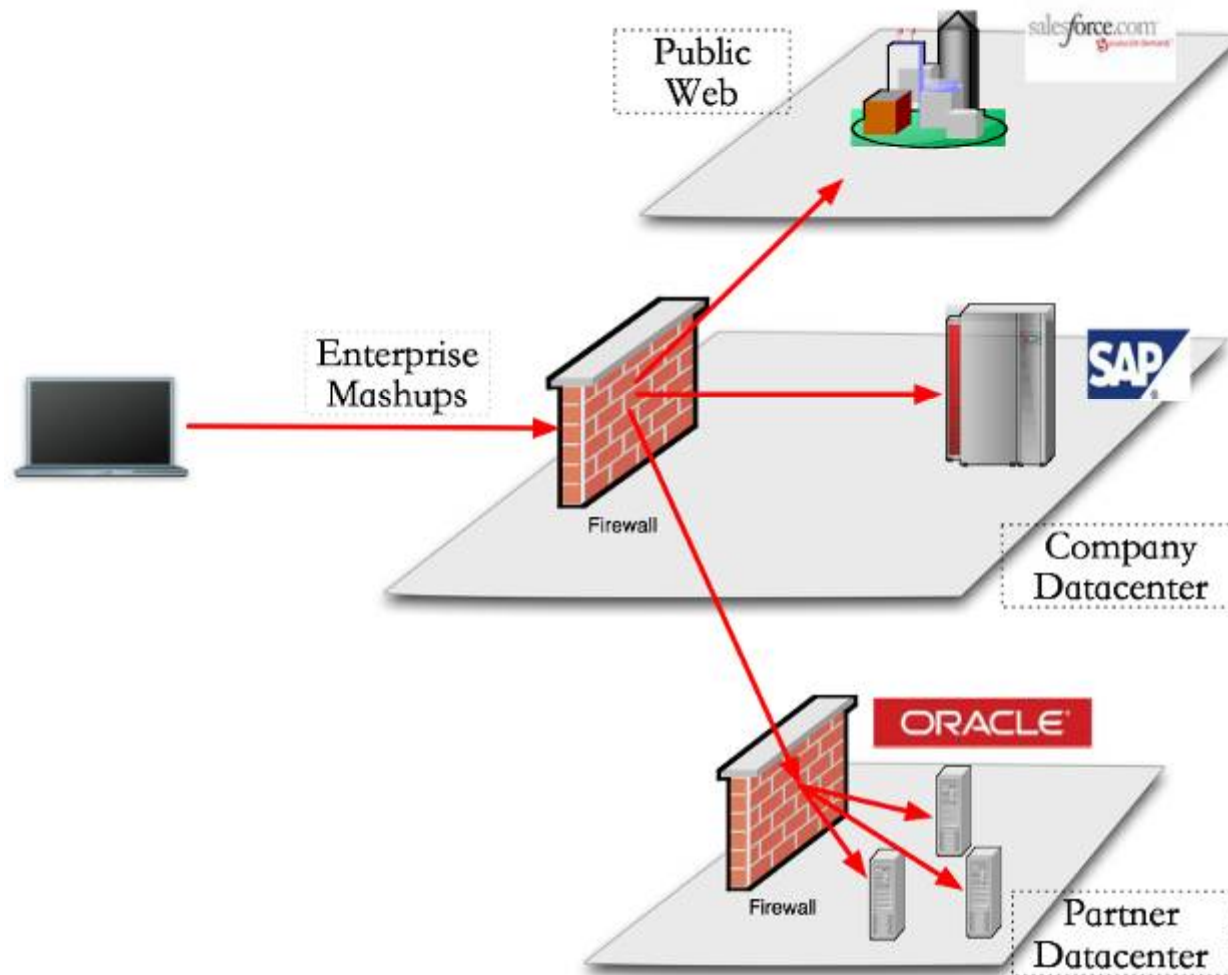
- Mashups provide *additional ROI to an Enterprise SOA* – putting a face on SOA.
- Mashups can provide the link to the business unit for IT, solving business problems and challenges, and putting those solutions in the hands of the user. *Making SOA valuable to the business, not just IT.*
- *Accelerates the adoption of reusable assets* helping to make your SOA successful
- *Complimentary* to your SOA/ RIA as well as legacy systems such as portals/ BPMs and BIs
- *Enterprise SOA governance* is still achieved while providing access to a variety of data sources
- *Empowers the business user* to Mashup services for dynamic integration, faster access to information and ultimately better decisions and business results



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Enterprise Mashups Require Security, Governance and Virtualization





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Start Small and Practical...

The Basics

- Offer a Service Catalog
- Provide a collection of governed services which are “certified by IT”
- Define qualities of the services which make them “mashable”



The Fancy Stuff

- Implement Quality Processes for mashup creation
- Support Capacity Planning as demand rises/falls
- Deliver Implicit Governance to support all of the above

Understand the new role of IT

What?

- SOA-based Services are the dial tone of business
- IT provides and maintains always-available services
- IT has limited control over the ways in which services are composed into business applications



How?

- Robust, high quality services
- Adaptive management of services infrastructure
- Real-time monitoring of usage, impact analysis, and resource shifting
- Governance of third-party providers and consumers



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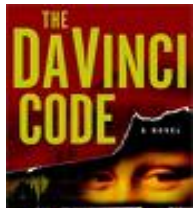
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A telecommunications chip manufacturer...



A US defense intelligence agency...



A major consumer book publisher...



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Thank you for attending!

For more information:

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